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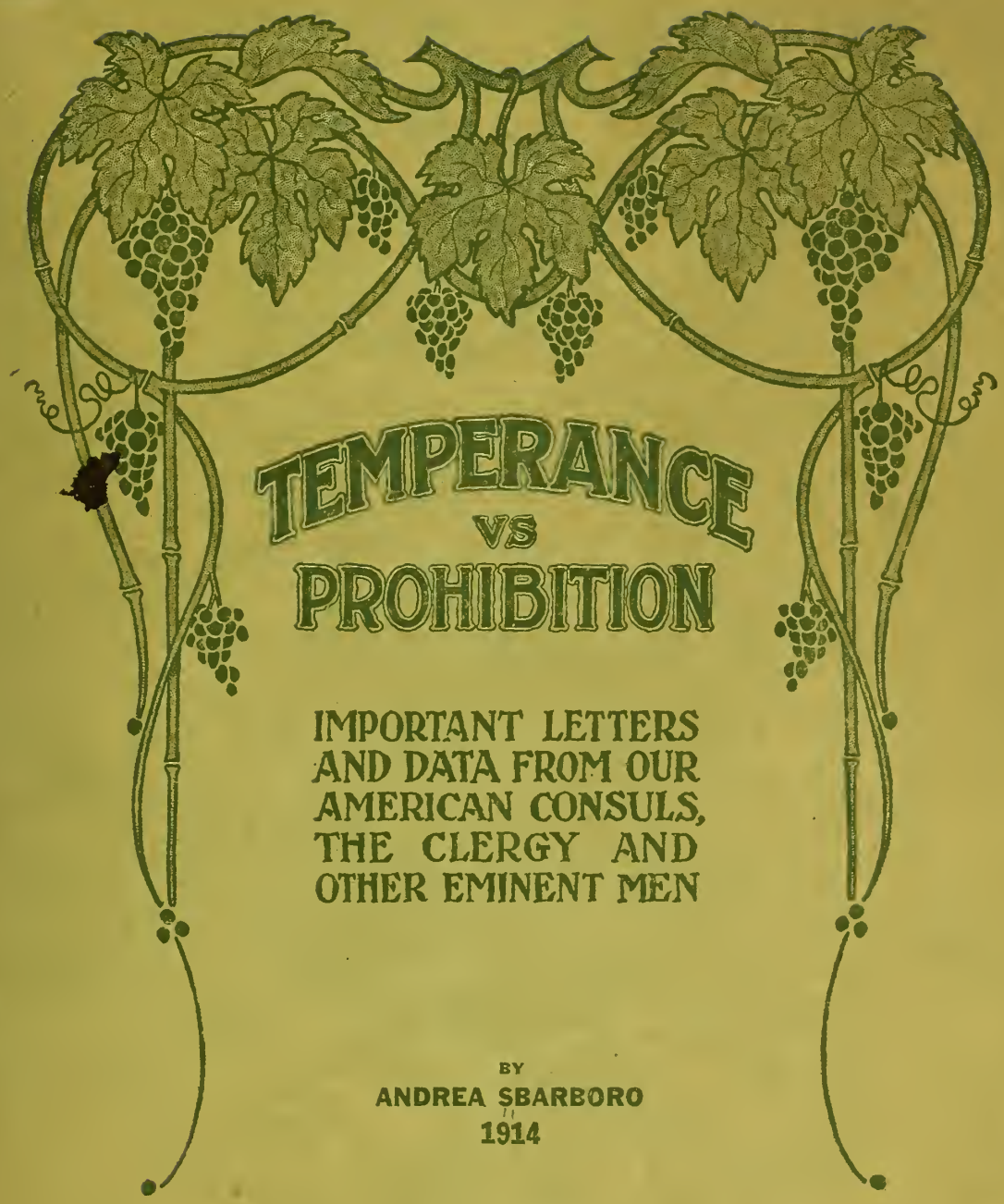

TEMPERANCE VS PROHIBITION

IMPORTANT LETTERS AND DATA FROM OUR AMERICAN CONSULS, THE CLERGY AND OTHER EMINENT MEN

BY
ANDREA SBARBORO

1914

SECOND EDITION

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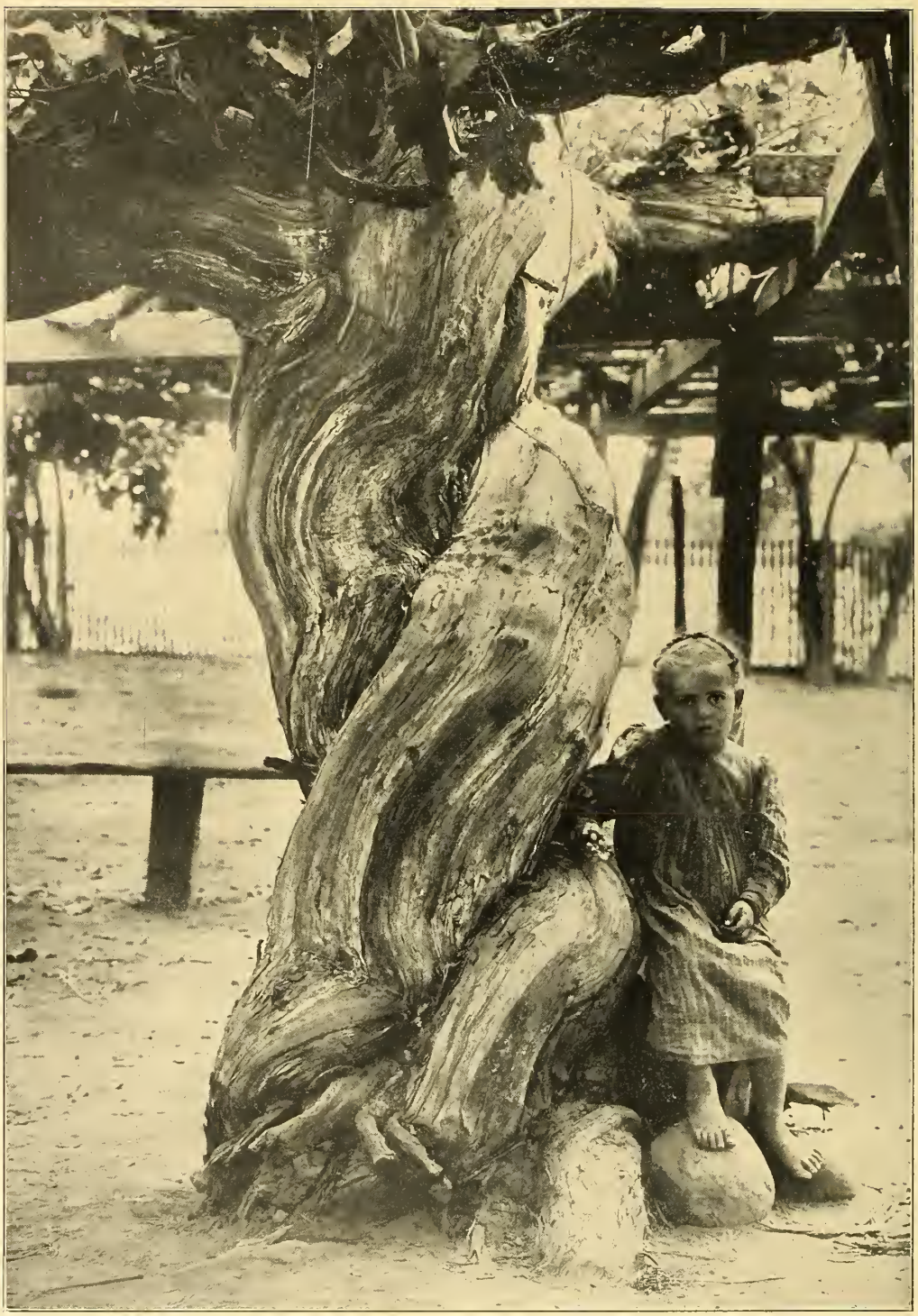


"LA VINA GRANDE," THE LARGEST GRAPE VINE IN THE WORLD, GROWING IN CARPINTERIA VALLEY, ABOUT TEN MILES SOUTH OF SANTA BARBARA, CALIFORNIA. IT WAS PLANTED SIXTY-SEVEN YEARS AGO FROM A CUTTING OF MISSION GRAPES, WHICH WERE FIRST INTRODUCED INTO CALIFORNIA, AT SAN DIEGO, IN 1769, BY THE FRANCISCAN FATHERS, HEADED BY FATHER JUNIPERO SERRA. ITS MASSIVE TRUNK IS NINE FEET SEVEN INCHES IN CIRCUMFERENCE, ITS BRANCHES COVER A SPACE OF TEN THOUSAND SQUARE FEET, AND IT PRODUCED ONE YEAR ABOUT TWELVE TONS OF GRAPES.

The Logical Way *to* Real Temperance

SECOND EDITION.

OBJECT OF THE SECOND EDITION.

When I published the first edition of this little book, my sole object was that as California was pre-eminently a true grape-growing and wine-making country, I desired that the American people become accustomed to the use of the health-giving, non-intoxicating beverage of wine at their meals, and thus eliminate from our midst the evil of drunkenness.

PROTECT WHAT IS DESTINED TO BE THE GREATEST INDUSTRY OF CALIFORNIA.

Little did I think, my readers, that six years after I undertook my arduous labor, I would be called upon to save from destruction the great vineyards of California, which produce just as fine wines as the best made in Europe, the destruction of which would remove the only means by which the blessing of sobriety could be attained, and that contrary to the advice given the American people by the greatest of Americans, Thomas Jefferson, over one hundred years ago, taxes on wine have recently been enormously increased instead of diminished.

PROHIBITION HAS TAKEN A STRONG HOLD ON AMERICAN PEOPLE.

It seems that this craze of prohibition has taken such a hold on the American people that it is almost impossible to extricate it from our midst. It is a mystery from where comes the millions of dollars which are annually spent on prohibition. Some say a certain religion is the primal cause. Others believe that millionaires are liberally disbursing large sums of money for political purposes in order to be protected in their large interests, maintaining a large number of well-paid speakers who travel from city to city, from town to town, and house to house, and thus induce the easy believing people, especially the women, that they are working for a holy cause.

PROHIBITION DOES NOT PROHIBIT.

Be this as it may, the fact remains that prohibition has made such strides that several states have voted "dry," but experience shows after a trial they generally turn again to the "wet" list. This is evidently caused by the fact, as quoted by Royal E. Cabell, United States Internal Revenue Commissioner, who knows through his office where every drop of whiskey is made and where

it goes, in the following statement, which was published in the *San Francisco Chronicle* on October 3, 1912:

> "There is more whiskey stored in Kentucky today than ever before, notwithstanding that Kentucky is 'dry by law,'" said U. S. Internal Revenue Commissioner Royal E. Cabell, yesterday in Collector Muenter's office.
>
> "There are 168,000,000 gallons in bond in Kentucky today," he added.
>
> "It seems that when a territory goes 'dry' the consumption of whiskey is increased, while the sale of beer, ale and wines is injured. I have been told that the distillers would like to see the whole country go 'dry', as that would give them a monopoly of the manufacture of intoxicating beverages.
>
> "It appears in 'dry' territory, whiskey, being of the smallest bulk with the greatest alcoholic content, is more easily handled than beer. A bottle of whiskey contains many more drinks than a bottle of beer, hence the preference."

PROPER WAY TO REMOVE EVIL OF DRUNKENNESS.

I will now show you how to obtain sobriety, and how to remove the evil of drunkenness from our country in a proper, logical manner, without destroying a single blade of grass or without depriving any American citizen of the sacred right of personal liberty to eat and drink what is most conducive to his health and happiness.

STRICTLY LIMIT AND REGULATE THE SALOON.

In the first place, the saloon, which is the source of the evil of intemperance, should, and can be, so strictly regulated that it would become, where the people desire it, just as safe and clean an institution as any other legitimate business.

All saloons, in order to obtain permits to do business, must obtain two separate licenses—one from the United States Government, and the other from the district in which they do business. Now, any municipality granting such license can dictate such restrictions, rules and regulations as they please. They should, for instance, regulate the hours of opening and closing; prohibit the sale of liquor to drunkards or quasi-drunkards and to minors. No gambling or disreputable people should be permitted on the premises. If any of these rules be broken, the license should be for the first time, suspended say, for ten days; the second time for thirty days, and for the third offense, the license should be revoked, and the name of the owner placed on the blacklist, so that he may never again receive a license to conduct a business which he had disgraced.

REFORM THE DRUNKARD.

Now, this drunkard, who is disgracing himself and his family, and who has given the occasion to the prohibition leaders to cause this great evil of pro-

hibition, that creates so much trouble, strife and dissension among families in the same towns and communities, should and could certainly be reformed. For instance, when a person is found on the streets or in public places in an intoxicated condition he should be arrested, and instead of being sentenced for twenty-four hours, which is a farce, he should be given for the first offense, say five or ten days in jail; for the second offense thirty days; and for each subsequent offense thirty additional days. Furthermore, in order that the honest taxpayer should not by the sweat of his brow pay taxes to maintain a drunken sot in jail in idleness, he should be compelled to work, say sweeping the streets in cities, or repairing county roads, or do any other work that the city officials may require, and if the drunkard has a family depending on him, his family should be paid such wages as an ordinary man doing the same work would earn.

These rules may be thought a little harsh, but if they be strictly enforced, in six months there would be no more drunkards in any community in this country, and this, as I have said, would be done without destroying any property or interfering with personal liberty. On the contrary, it would be a great blessing to the drunkard himself, and both he and his family in after days would bless the community which had cured him of the evil of drunkenness.

PROHIBITIONISTS NEVER PROPOSED LOGICAL MEANS OF REMOVING EVIL OF DRUNKENNESS.

The prohibition people have never advocated a single, proper, logical or reasonable remedy for the removal of drunkenness. Therefore, it is evident that the promoters of this great evil of prohibition are not working honestly for the removal of drunkards, but simply for political, religious fanaticism, or personal gain. If the prohibition people were really honest and in earnest in the desire to remove the evil of drunkenness from our country, they could logically do so by merely spending one dollar where they now spend a thousand dollars, simply to see that the present existing laws which are sufficient for all purposes are strictly enforced. They give no thought to the fact that California is the true land of the vine, or that here our splendid vineyards throughout the State produce nearly fifty million gallons of wine per annum, and that if the industry be fostered we could produce in this State just as much wine, of just as fine a quality and at as low a price as they do in either France or Italy, which countries each produce one billion gallons of wine per annum from which they derive the enormous sum of two hundred million dollars.

GRAND OPPORTUNITY FOR CALIFORNIA.

The State of California has one-third more territory than the Kingdom of Italy. It has the same sun, land and climate, and produces everything to the same perfection as Sunny Italy, so that by encouraging the viticultural industry we could turn our sheep ranges into beautiful vineyards, create new towns and cities, and give employment to many millions of people in a pleasant, healthy and remunerative industry, thus making California within a few years

the most prosperous and richest State in the Union, whilst the proposed destruction of the vineyards would remove the very logical means by which the evil of drunkenness would be eliminated.

DRUNKENNESS NEVER CAUSED BY PROPER USE OF WINE.

I have heard some of these prohibition speakers answer these facts by stating that the life of one boy or girl ruined through drunkenness is worth more than all the money invested in the wine industry. Very true; but this ruin is never caused as I have shown, by the use of wine at meals, and therefore, for the moral as well as the financial interest, the viticultural industry should be fostered.

TELEGRAM RECEIVED FROM AN EMINENT MORAL MAN OF NEW YORK.

Just before going to press, I have received the following telegram from one of the greatest, if not *the* greatest strictly moral ministers of the United States, the well-known Reverend Doctor C. H. Parkhurst, President of the Association for the Prevention of Crime, and Pastor of the Madison Square Presbyterian Church of New York, who has done so much good for the morals of that city. This great man, having visited many times the grape growing and wine-producing countries of Europe, knows precisely what he is talking about, and he has the courage, even in the face of opposition, which he may receive from some of the ministers of the Gospel, who have not seen what he has seen, and do not therefore know what he knows, to speak the truth in a graceful and forcible logical manner:

"New York, Oct. 20, 1914.

"A. Sbarboro, Esq.,
San Francisco.

"I am amazed at the possible prohibitory action of California touching the matter of the manufacture, sale and transportation of wine. Such action would be a short-sighted contribution to the cause of sound and wholesome temperance.

"People are going to drink, and they are going to drink something that has a measure of stimulus in it, and to let them drink light wines is one of the surest means of preventing their drinking heavy whiskey. I know that, from having lived in wine-producing countries, where wine is freely used by old and young and intoxication exceedingly rare.

"Tieing a man up too strongly in sumptuary matters, means that in course of time he will break his bonds, and the last estate of that man will be worse than the first.

"It is un-American and immoral to dictate to a man what his conduct shall be in matters that are not intrinsically evil.

(Signed) C. H. Parkhurst."

This telegram adds one more authentic proof of what I have said, that the use of wine is a true means of temperance and perfectly agrees also with the memorable words of Thomas Jefferson, hereinafter quoted.

Introduction to First Edition

That drunkenness is one of the great evils with which the United States is afflicted cannot be denied.

For over fifty years the good men and women of this country have sought a remedy for this curse, but as yet none has been found.

To remove this great evil, to bring to the American people the blessings of sobriety and happiness which prevail in the wine-drinking countries, is the object of this book. It suggests a practical remedy that has stood the test in Europe and can be applied in the United States.

Last year I published a book entitled "The Fight for True Temperance" which was so favorably received and in such demand that the edition is now exhausted.

During the past year, I have made further investigations of this great question throughout Europe and I am now pleased to lay before my readers incontrovertible proofs as to the efficacy of the true remedy I suggest, by which the evil of drunkenness may be removed from that part of our people addicted to the use of strong alcoholic beverages.

In my travels through the great grape-growing and wine-producing countries of Europe, I found that every man, woman and child uses wine at meals and the people are free from the evil of drunkenness, whilst in the non-wine producing countries the conditions are the very opposite.

In order that I might convince the American people of these facts, I made it my duty, in all the principal cities which I visited, to call on our representatives, the American Ambassadors and Consuls, and from them obtained official documents which I now offer in this volume to the American public. Much of my success in obtaining these important letters was due to the kindly introduction supplied me by Governor James N. Gillett, of California, which is reproduced on the next page. I also include a number of striking letters and opinions from noted clergymen, doctors, judges, editors, professors, Army and Navy officers, United States officials and other eminent men of our own country.

To further prove the fact that sobriety prevails only in grape-producing countries where wine is within the reach of all classes of people and can be obtained in large quantities, of good quality and at low prices, I have only to point to England, Scotland and Ireland, where drunkenness exists to an alarming extent not alone among the men but also the women. In these countries grapes do not grow and as wine is not produced, strong alcoholic beverages are used by the people.

When crossing the English Channel on my way home, I could not help thinking I was leaving France, Italy, Spain, Portugal, Switzerland, Belgium, Austria, and Germany, containing over 200,000,000 wine drinkers, where intemperance is practically unknown, and I was going to the English Nation where, with a population of about 40,000,000 people drunkenness is so com-

mon. Two days after my arrival, in a copy of the *London Times*, I read that during the past year 270,000 people had been arrested for intoxication in the streets of London, 120,000 of whom were women!

What an object lesson this is for our country!

A hundred years ago one of the greatest men of America, President Thomas Jefferson, who had been minister to France and knew the salutary effect of wine, remarked: "No nation is drunken where wine is cheap, and none sober where dearness of wine substitutes ardent spirits as its common beverage."

Now, in England, grapes will grow only in hot-houses. Therefore, wine can never be within the reach of the masses. The United States, on the contrary, although it is not generally known, is the land of the vine. California can produce wine as fine as that of any country in Europe, and when the occasion will demand, in as large quantities as France and Italy. Many other states in the Union also produce very excellent wines and will increase their production when the existing obstacles to its free distribution are removed.

The American people should carefully read these letters of our consuls in the great grape-growing countries of Europe. They are unprejudiced testimonials as to the actual conditions that exist. They prove conclusively that when our people will have become accustomed to the general use of wine at table, the United States will be the largest grape-growing and wine-producing nation of the world. Then drunkenness will be reduced to a minimum and the same conditions will prevail as in those countries where wine is universally used by every family at meals.

GOVERNOR J. N. GILLETT.

State of California
EXECUTIVE OFFICE
SACRAMENTO

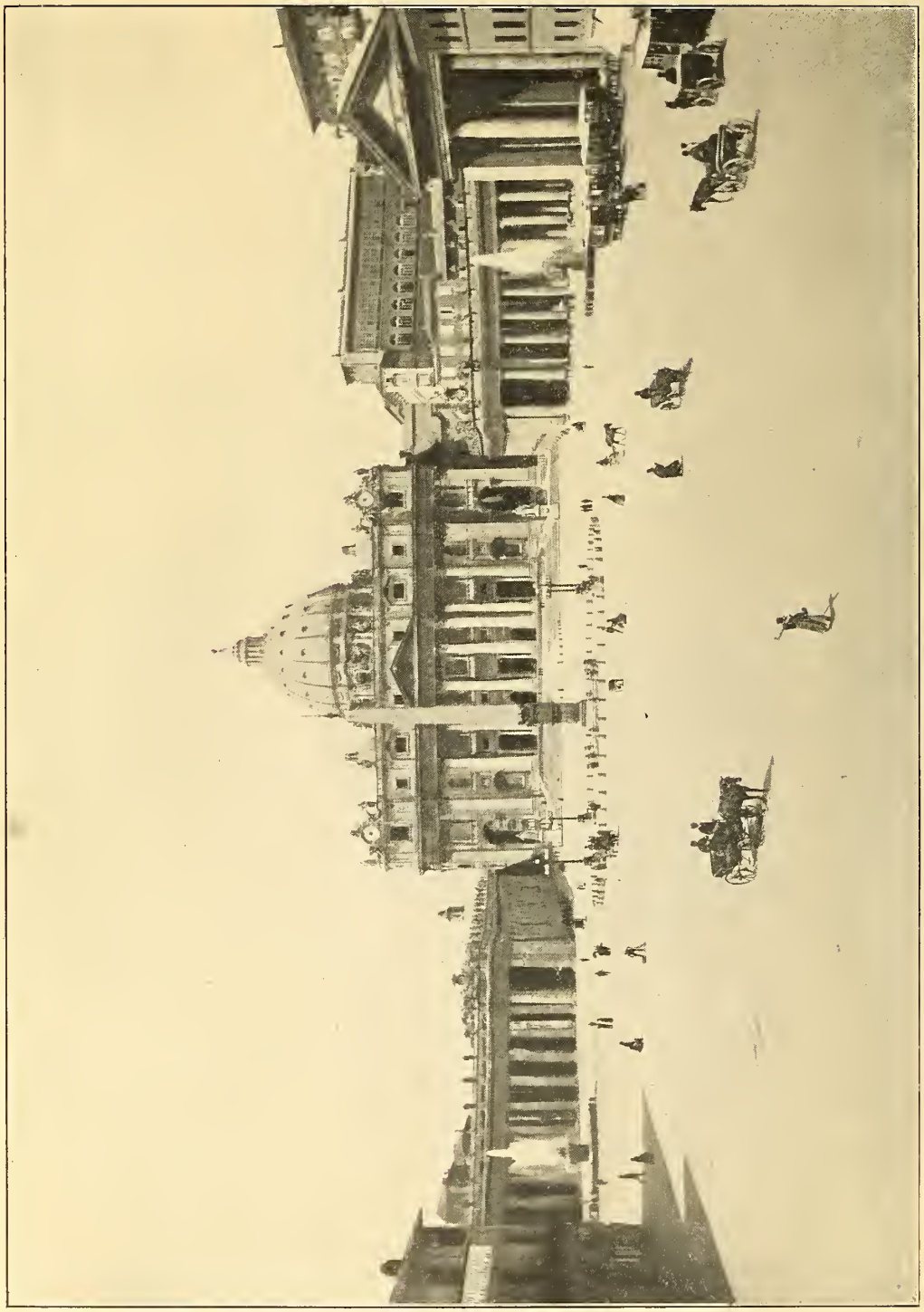
TO WHOM IT MAY CONCERN:-

The bearer of this letter Mr. A. SBARBORO, is one of the most prominent citizens of San Francisco, California, and has for the last ten years been President of the Manufacturers and Producers Association of California,

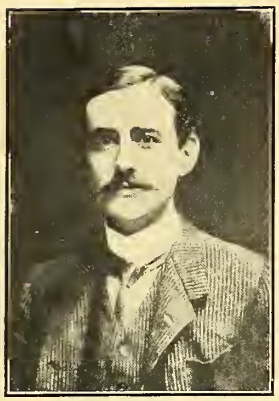
I can cheerfully commend Mr. Sbarboro to any person with whom he may come in contact, and any favors extended to him will be greatly appreciated by me.

J. N. Gillett

Governor of California.



PLAZA AND BASILICA OF ST. PETER'S, ROME, ITALY.



HON. LLOYD C. GRISCOM.
(American Ambassador at Rome.)

AMERICAN EMBASSY
ROME

October 21, 1908.

Cav. Andrea Sbarbaro,

Pres. Manufacturers & Producers Association,

of California,

Rome.

Dear Sir;

In reply to your request for my observations as to drunkenness among the people of Italy and of the City of Rome in particular, I have pleasure in stating that during my residence in Italy, I have seen very few cases of drunkenness.

The people as a whole, are accustomed to drink wine at their meals, which perhaps prevents them from having a craving for stronger intoxicants.

I am, Dear Sir,

Your obedient servant,

Lloyd C. Griscom.

PANORAMIC OUTLOOK OF THE CITY AND BAY OF NAPLES FROM THE GARDEN OF THE VILLA PATRIZI

AMERICAN CONSULAR SERVICE.

Naples, Italy.

October 9, 1908.

Cav. Andrea Sbarbaro,

Hotel de Londres, Naples.

Dear Sir:-

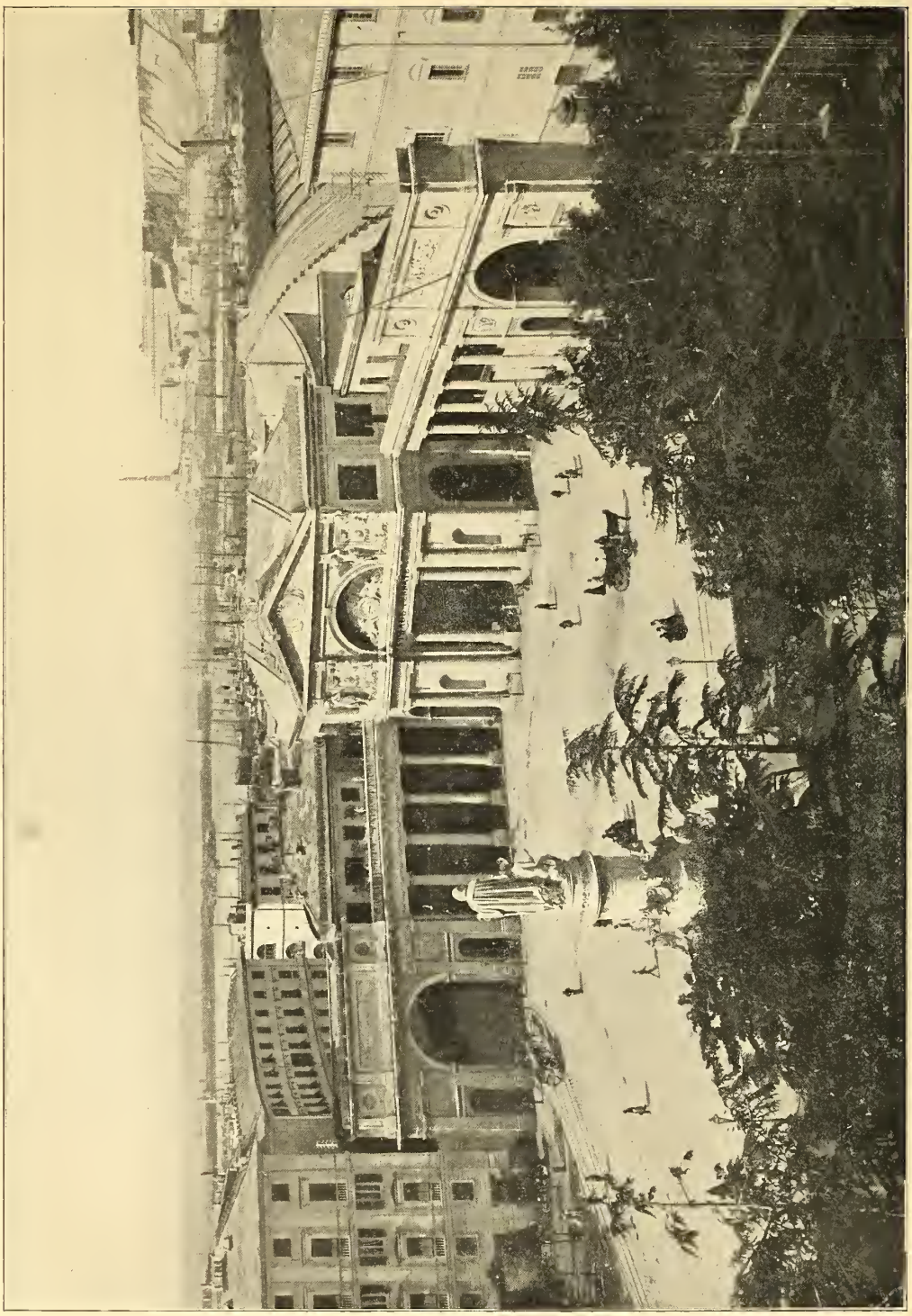
Replying to your verbal inquiry of this morning I am happy to be able to tell you that drunkenness is almost unknown here. In this great city of 699,900 inhabitants one very seldom sees a person the worse for drink. Wine is taken freely among all classes; most workmen drink from a pint to a quart every day, but there is almost no use of strong liquor.

I have lived nearly eight years in Italy, and have seen very few drunken men during that time.

Very truly Your's,

C. S. Rowinshield

American Consul.



PLAZA ACQUAVERDE, GENOA, ITALY, CONTAINING THE FAMOUS MONUMENT TO CHRISTOPHER COLUMBUS.

S. 117. AMERICAN CONSULAR SERVICE.

Genoa, Italy, November 4, 1908.

Cav. Andrea Sbarboro,

Presidente Banca Italo-Americana

San Francisco, Cal. c/ Hotel Bristol

Genoa.

Sir:-

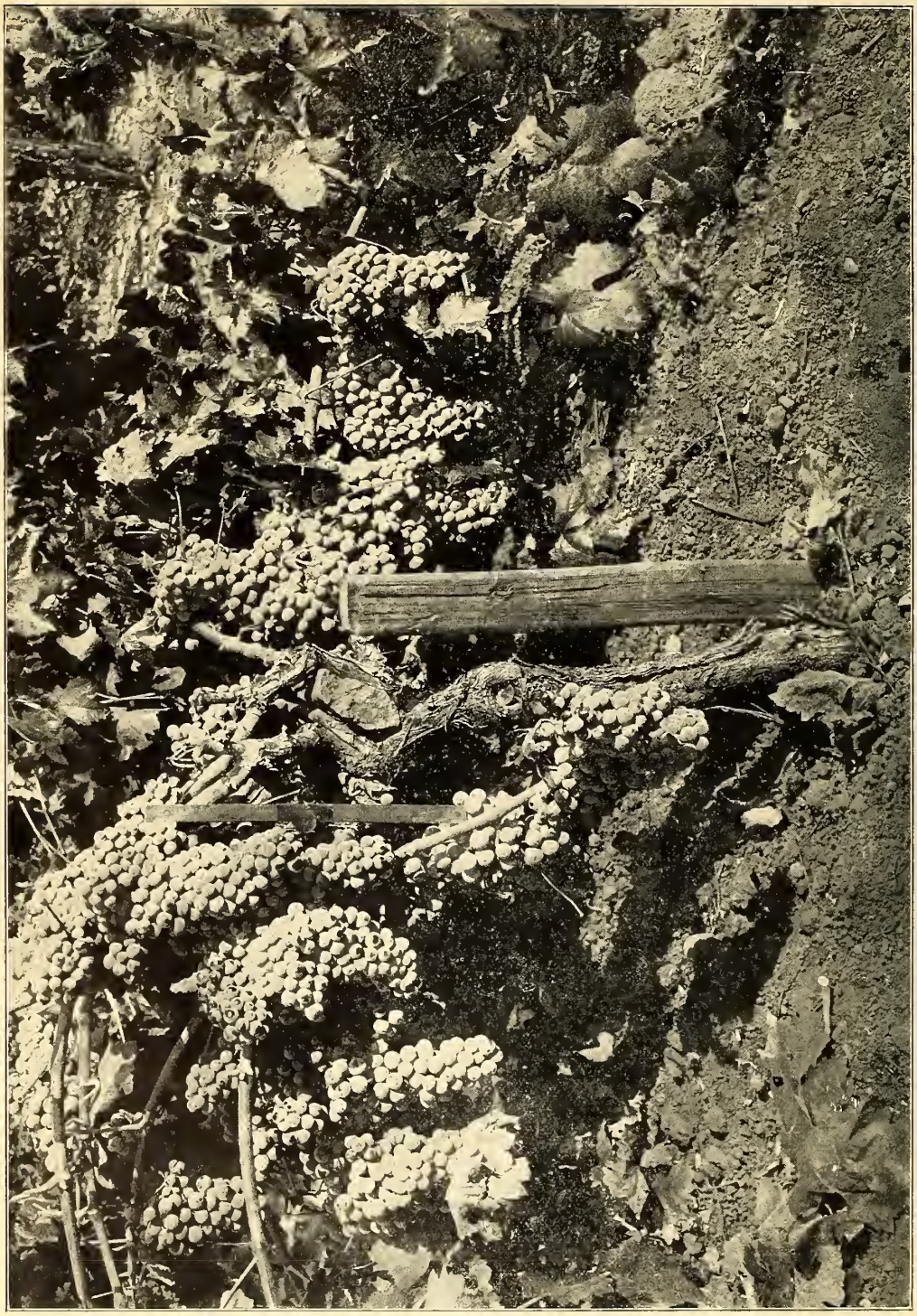
Referring to our very pleasant conversation this morning in which you requested an expression of my opinion as to the prevalence of drunkenness in Italy, I do not hesitate to say that a ten years experience in this country, and a careful observation of the habits of the people, has convinced me that drunkenness is exceedingly rare. So much so is this the case that I do not remember to have seen a dozen Italians who were obviously intoxicated during all thr time I have lived in Italy. This condition prevails in spite of the fact that the very large majority of Italians habitually drink the light wines of the country at their meals. Accustomed to wine from very early childhood the Italians use it moderately as a mildly stimulating beverage. So used I cannot discover that it produces harmful results.

I remain,

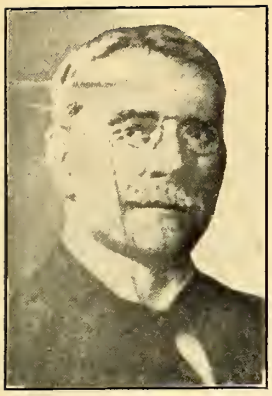
Respectfully,

Jas. A. Smith

Consul General.



A VINE HEAVILY LADEN WITH CARIGNAN GRAPES, FROM WHICH IS MADE THE FINE CALIFORNIA RED WINE.



HON. WILLIAM HENRY BISHOP.

AMERICAN CONSULATE,

PALERMO, ITALY. December 18" , 1908.

Mr. Andrea Sbarbaro ,

Hotel Trinacria ,

P A L E R M O .

Dear Sir:

Referring to our conversation of this morning, I have to say that my experience of many years in Italy and southern France , where the native wines form a regular part of the repasts of the inhabitants , is that drunkness in these countries is of most rare occurrence . The use of such wines would seem to fill the need felt by many for a light stimulating, or fortifying , beverage , and not to lead to a craving for alcohol or to other baneful extremes . Here in Sicily , while the people no doubt have their faults , it is a pleasure to witness their general temperate habits . Even the usual place where drinks are publicly sold is most often a pasticceria, cake-shop, or a pleasant cafe, which the most respectable persons , including ladies and children , may freely enter . There are no screens put up , there is no concealment of the interior or the inmates , for nothing takes place there requiring concealment. The drinking saloon in an offensive sense can hardly to be said to exist at all.

I beg to remain ,

Very truly yours,

William Henry Bishop

Consul.

FOUR MILES OF GRAPES IN WHAT WAS FORMERLY THE CUCAMONGA DESERT, IN SAN BERNARDINO COUNTY, CALIFORNIA.

His Britannic Majesty's Consulate

Venice December 29th 1908

Dear Sir

With reference to the conversation which has passed between you and me this morning, I have the pleasure to state that cases of intoxication are very rare in this District, as the people generally drink the light wine of the country

Believe me to be

Yours very truly

Edw. de Zuccato

GREYSTONE WINERY, NEAR ST. HELENA, NAPA COUNTY, CALIFORNIA, ONE OF THE BEST STORAGE CELLARS IN THE STATE FOR AGING WINE, WITH A CAPACITY OF A MILLION GALLONS.

AMERICAN CONSULAR SERVICE. O/619.

FLORENCE. ITALY.

Florence, December 26th,1908.

Cav. Andrea Sbarbaro,

Hotel Baglioni,

FLORENCE.

Dear Sir:

Replying to your inquiry relating to the pervalence of drunkness in Florence, I can say that I have seen but two or three intoxicated men during my four year residence here.

Wine is in almost universal use by all classes. At the Gambrinus, a popular Caffe', hundreds gather in the evenings, men, women, and children, drink the light wines and beer of the country and spend the evenings in a pleasant manner and without disorder, and many of the lunch baskets prepared for the little children attending school are provided with a small flask of wine.

Yours truly,

Consul.

THE PALATIAL CITY HALL OF PARIS, FRANCE, ON THE RIVER SEINE.

AMERICAN CONSULAR SERVICE.

Marseilles, Febry.4th,1909.

The Grape Growers of California,
460, Montgomery Street,
San Francisco, Cal.

Gentlemen:

I have received your letter of the 16th instant, and am of the opinion that you would receive information more of the nature that you are seeking from one of the wine-growing centers of France than from Marseilles. In fact, a letter from this point would not at all meet your wishes, as Marseilles is a large seaport town, with a very mixed population, and the number of drinking bars where strong liquors are sold perhaps as much as wine, is a fact that is not infrequently commented on. Without hesitation, however, I may say that in sections of France which I have visited, which are distinctly wine-producing sections, the sight of an intoxicated person is infrequent.

Respectfully :

Horace Lee Washington

Consul-General.

VILLA POMPEII, RESIDENCE A. SBARBORO, ITALIAN-SWISS COLONY, ASTI, SONOMA COUNTY, CALIFORNIA.

No. 1612

AMERICAN CONSULAR SERVICE.

K E H L, Baden, Germany,

December 19th, 1908.

Grape Growers of California,

460 Montgomery Street,

S a n F r a n c i s c o, Cal.

Dear Sir;-

I am in receipt of your letter of December 1st and willingly place at your disposal the results of my observation of the wine drinking habits of this part of Germany.

As you are aware Alsace Lorraine is by far the most important wine producing portion of the German Empire, and naturally wine is the universal drink of the people. This is not so markedly the case in Strassburg, the capital, where the population includes very many Germans - therefore beerdrinkers - as well as the native Alsacians. Even in Strassburg however wine may be described as the daily drink of the people; even the poorest house has its cask of red wine in the cellar. I have no statistics at hand, but I can say that drunkenness is here a rare offense.

Outside of this city the consumption of beer

WINEHAVEN, THE LARGEST WINE ESTABLISHMENT IN THE WORLD, CAPACITY TEN MILLION GALLONS, SITUATED AT POINT RICHMOND, ON THE BAY OF SAN FRANCISCO, HAVING WATER AND RAIL FACILITIES FOR RECEIVING GRAPES, TO BE CRUSHED INTO WINE, FROM ALL PARTS OF CALIFORNIA. IT ALSO HAS TRANS-CONTINENTAL RAILROAD AND WATER-SHIPPING FACILITIES FOR THE HANDLING AND DISTRIBUTION OF WINES BY LAND AND SEA THROUGHOUT THE WORLD.

is trifling and wine and is the invariable accompaniment of the midday and evening meals. The wine flask is quite as familiar a feature of the table in Alsace-Lorraine as the water bottle is in the United States. At hotels and boarding houses a half pint of wine is usually supplied without extra charge. In the cafes and restaurants, between meals and in the evenings, wine is constantly drunk, costing only about 19 cents per quart. It is a matter of common knowledge that the people of Alsace-Lorraine are a careful, industrious and particularly sober community. The spectacle of a person overcome with liquor is so unusual as to excite amusement rather than the disgust which is aroused where such exhibitions are unhappily familiar.

The foregoing remarks apply in a lesser degree to Baden, where much wine is grown and consumed.

I am,

Yours very truly,

Dan W. Gilmanith

American Vice Consul.

(in charge).

MAXIMILIAN PLATZ, VIENNA, AUSTRIA, ONE OF THE MOST BEAUTIFUL PUBLIC SQUARES IN EUROPE.

AMERICAN CONSULAR SERVICE.

American Consulate-General,

Vienna, Austria. May 3rd, 1909.

Grape Growers of California,

460 Montgomery Street,

San Francisco, California.

Dear Sirs:

Replying to your letter of March 20th I beg to state that the use of light wine is quite general in this part of Austria. So far as my personal observation extends there is little drunkenness in Vienna.

Yours truly,

W. H. Rublee

Consul-General.

Madrid, Spain, February 5, 1909.

Grape Growers of California,

460 Montgomery Street,

San Francisco, California.

Dear Sirs:

The drinking of wine at meals here is universal, and like France, Germany and Italy, there is practically no drunkenness.

I am,

Respectfully yours,

Thos. P. Bartleman

American Consul.

ENTRANCE VILLA POMPEII, ASTI, SONOMA COUNTY, CALIFORNIA

American Consulate.

Seville, Spain. February 20, 1909.

Grape Growers of California,
460 Montgomery Street,
San Francisco, C a l i f o r n i a.

BUREAU OF TRADE RELATIONS
FORWARDED
MAR 10 1909
DEPARTMENT OF STATE

Sirs:-

The extent of the vineyards in the province of Seville may be gathered from the fact that they consist of some 15.000 hectars (one hectar is equal to 2.471 acres) of vines, all of the white grape. A considerable amount of damage has been done by the Philoxera, but this is being rectified with American vine-stocks.

Wine drinking may be considered as a universal habit throughout Spain, or certainly Andalusia.

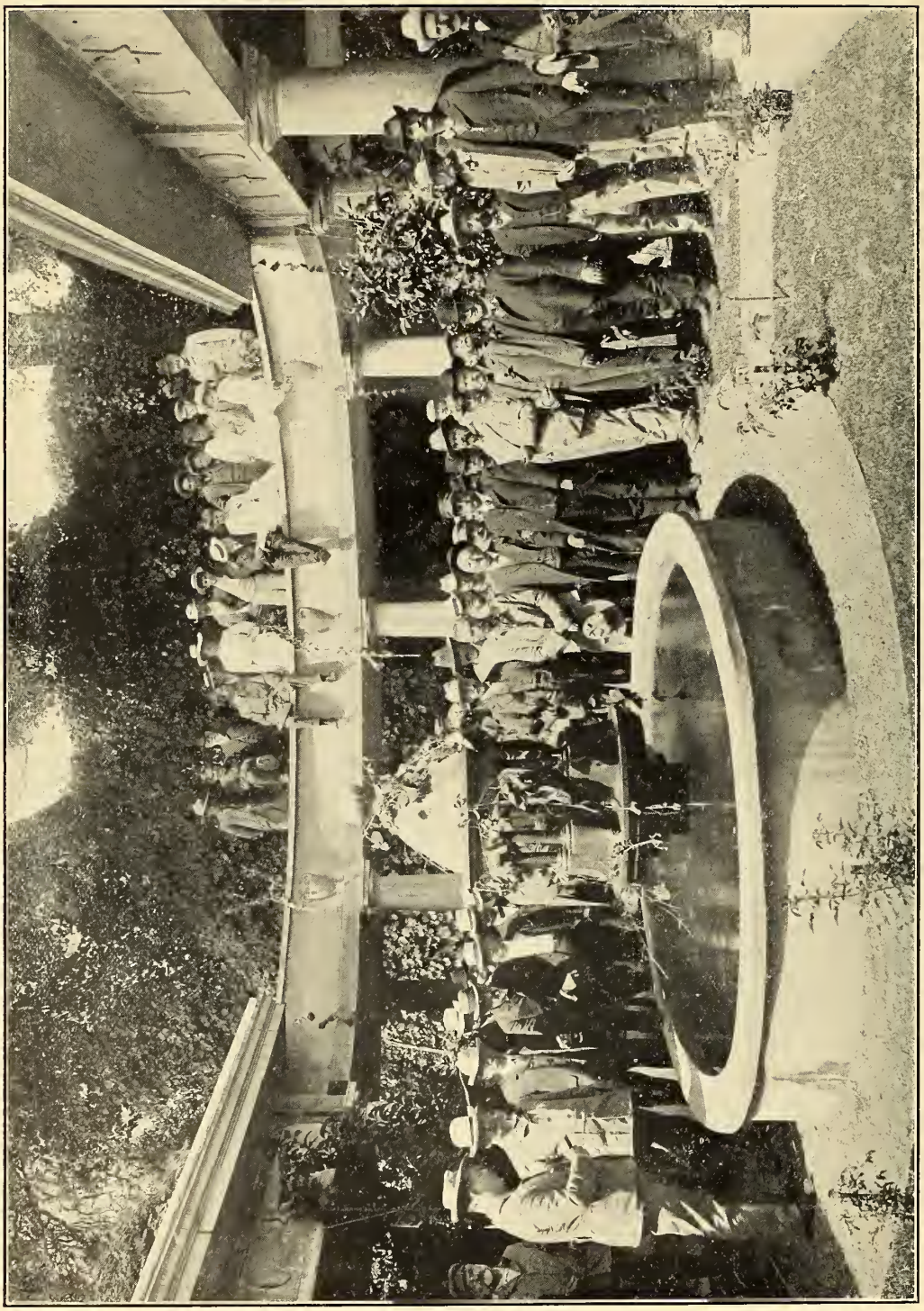
Drunkenness does not exist on any great scale; on the contrary it may be regarded as distinctly limited in its range. This may be attributed to the fact that wine is the ordinary beverage, instead of spirits and the like, the effects of wine-drinking being much less harmful. It may be also remarked that those who drink nothing but wine, even in the cases of drunkards, are long-lived and do not contract those diseases which are associated with other forms of alcohol-drinking.

Trusting that you will find this information of service to you,

I am, Dear Sir,
Yours very truly,

Louis J. Rosenberg.

American Consul.



VISITORS AT VILLA POMPEII, ASTI, SONOMA COUNTY, CALIFORNIA.

AMERICAN CONSULAR SERVICE.

Teneriffe. February I0, I909.

Grape Growers of California,

460 Montgomery Street,

San Francisco, California.

Dear Sirs:

In reply to yours of the I4th ultimo,requesting me to inform you about wine drinking and other conditions in re-to wine.

I have the pleasure to give you my personal knowledge and observation about the universal drinking of wine in the Canary Islands,during my nine years(although myself being an abstainer) I have not seen more than a dozen under the influence of wine or liquor,all saloons,cafes,resturants and hotels are open Sundays and every other day,other business is prohibited on Sundays.

The Canary Islands have been known for many centuaries for their excellent wine,in I679 King Charles II issued a proclamation giving the selling price of wine in England,among which is mentioned Canary Sack,for this wine the highest price was obtained.

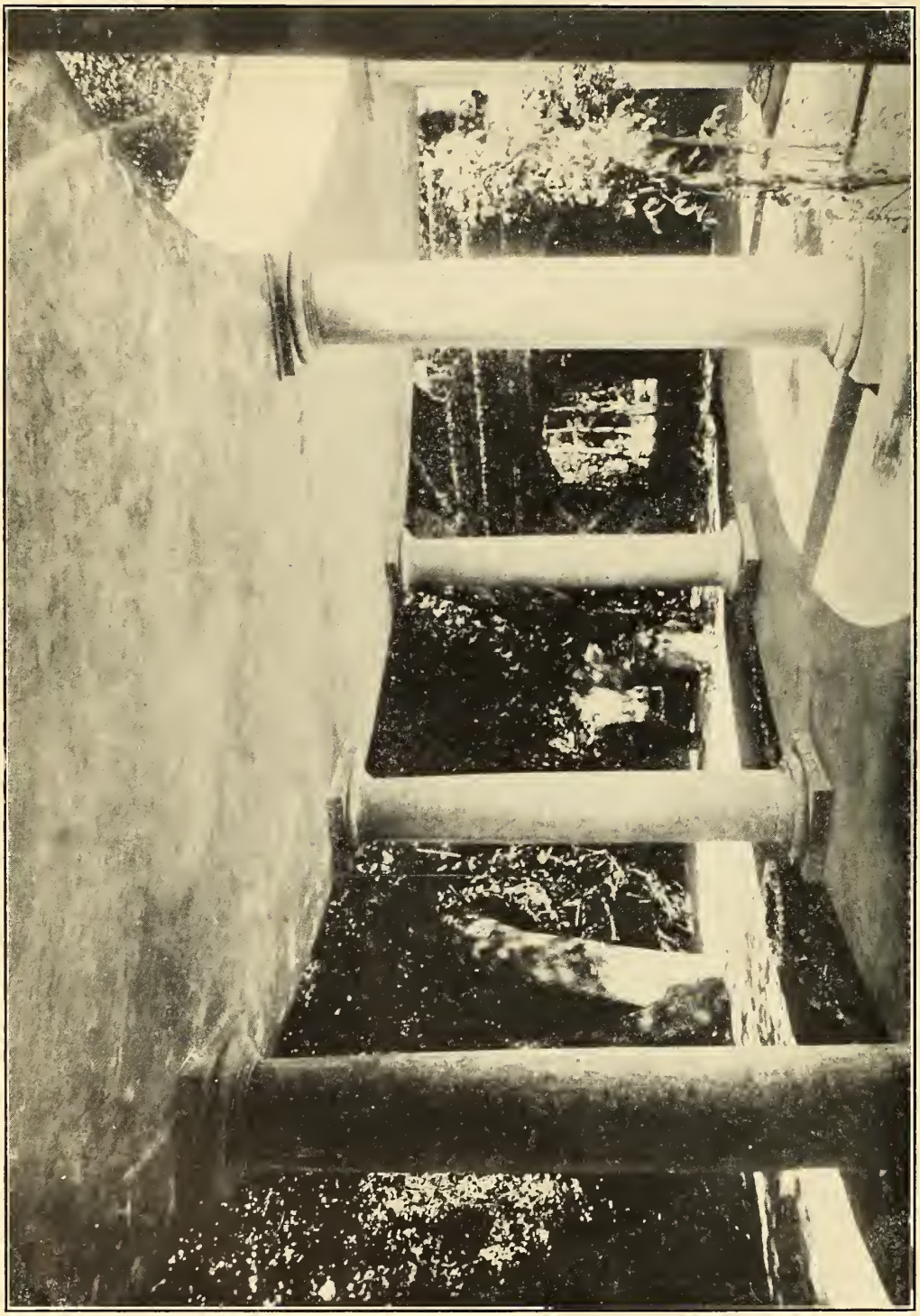
In this country on account of the food not having enough substance and the greater part of the inhabitants being "anemicos" all the docters recommend wine to be taken with all meals,more especially foreigners,the children receive wine with their food of course this mixed with water,according to the age of the children, I give my own children ages 4 and 6 years every noon meal a quarter of a glass of wine mixed with three quarters water, to give them blood, and myself although an abstainer, have been ordered at present time by my doctor ro drink a glass of wine at every meal as my blood was becoming to thin, and since I have been taking same I find a great improvement in my health.

Hoping these few remarks will be satisfactory to you, I am,

Yours very truly.

Johnson Barlow

American Consul.



THE COURT, VILLA POMPEII, ASTI, SONOMA COUNTY, CALIFORNIA.

AMERICAN CONSULAR SERVICE.

Algiers, Algeria, April 15, 1909.

Grape Growers of California,
460 Montgomery Street,
San Francisco, California,

Dear Sir:

I am receipt of your letter of March 20, 1909, and have pleasure in adding my testimony to that of your other correspondents, as to the beneficial effects from a temperance point view of the regular consumption of light wine as a beverage.

In this colony every one, from the child just weaned, drinks wine at every meal, and drunkeness id practically unknown. Of course an exception must be made for a large port like Algiers, but even here it is quite a rare event to see a man the worse for liquor.

Very truly yours,

James Johnston
American Consul.

SCHOOL CHILDREN, BORN AT ASTI, SONOMA COUNTY, CALIFORNIA, WHO DRINK WINE DILUTED WITH WATER AT THEIR MEALS, AND WILL NEVER KNOW WHAT INTOXICATION IS.

MARTIN REGENSBURGER, M.D., PRESIDENT
SAN FRANCISCO
WALLACE A. BRIGGS, M.D., VICE-PRESIDENT
SACRAMENTO
A. C. HART, M.D
SACRAMENTO
F. K. AINSWORTH, M.D.
SAN FRANCISCO
O. STANSBURY, M.D.
CHICO
W. LE MOYNE WILLS, M.D.
LOS ANGELES
N. K. FOSTER, M.D., SECRETARY
SACRAMENTO

MARTIN REGENSBURGER, M.D., PRESIDENT
SAN FRANCISCO

California State Board of Health

San Francisco, Cal., Nov 22, 1905, 190 .

Mr. A. Sbarboro,

460 Montgomery Street, C I T Y

My dear Mr Sbarboro:

In your paper entitled "Wine or Tea, That is the Question?", you expressed sentiments which I have been advocating for years. If the people of this country were educated from babyhood up to drink wine, alcoholism would be a rare disease, as has been proven in wine drinking countries. It is the forbidden fruits that tempts. In my experience, in families where the wine flows freely, drunkards are the exception, whereas many of the offsprings of teetotalers and wine abhorrers who have not tasted alcoholics until they almost have grown to be men become drunkards. It would be interesting to compare the statistics of drunkards in wine and beer drinking countries with those of England and America. Hoping that you will further pursue this question and that I may be able to assist you in an humble way, I remain,

Truly yours,

Martin Regensburger

THE GRAPE PICKING SEASON IN LOS ANGELES COUNTY, SHOWING THE PICTURESQUE SIERRA MADRE MOUNTAINS IN THE BACKGROUND.

Opinions of Notable Foreign Physicians on Wine

"Wine is the most commendable of alcoholic beverages. It contains a marvelous complexity of useful ingredients that nothing can replace."—*Dr. Arnould, Professor of Hygiene of the Faculty of Paris.*

"Centuries of experience with whole nations have proved that wine is not injurious if taken in moderation."—*Dr. Roux.*

"The region of France where we find the people live the longest is Burgundy. Everybody there is a wine drinker. On the contrary the smallest number of centenarians is in Brittany where they only drink cider and a great deal of cider alcohol. In the Medoc, the number of octogenarians exceed the figures given by the statistics as an average for all the French people."—*Dr. Isembart Oven.*

"It is certain that the use of wine gives to different populations a special vigor," says Dr. Arnozan, Professor at the Faculty of Medicine at Bordeaux, "It has been proved that at the enlistment of soldiers the young men from the viticultural districts are better developed, taller, more alert, more supple than those from the region where the vine is not cultivated."

"All physicians who have had the care of consumptives know very well that a small glass of good wine is most often a comfort for them, a relief, and one of the last tonics they can tolerate. A few have found in wine the beginning of a cure."—*Dr. Mauriac, Director of the Pasteur Institute, and Member of the Academy of Medicine.*

"The usefulness of the albuminoids, acids, and organic salts contained in wine cannot be denied."—*Dr. Brouardel, Dean of the Faculty of Medicine of Paris.*

"Natural wine drunk in moderation has never been a poison. Moreover, it is a beneficial liquor that stimulates gently, raises the working forces and sustains them."—*Dr. Motet, Member of the Academy of Medicine.*

"Wine is the most nutritious, valuable and energy-giving beverage."—*Dr. Jules Guyot.*

"Those opposed to wine are usually those who know nothing of its actual effects. Taken in moderation, according to the mode of life of the different individual, it is an important factor in the daily food."—*Dr. Sellier.*

"Modern hygiene would be wrong in opposing the use of wine—I mean the sound natural wine."—*Dr. Lancereaux, Member of the Academy of Medicine.*

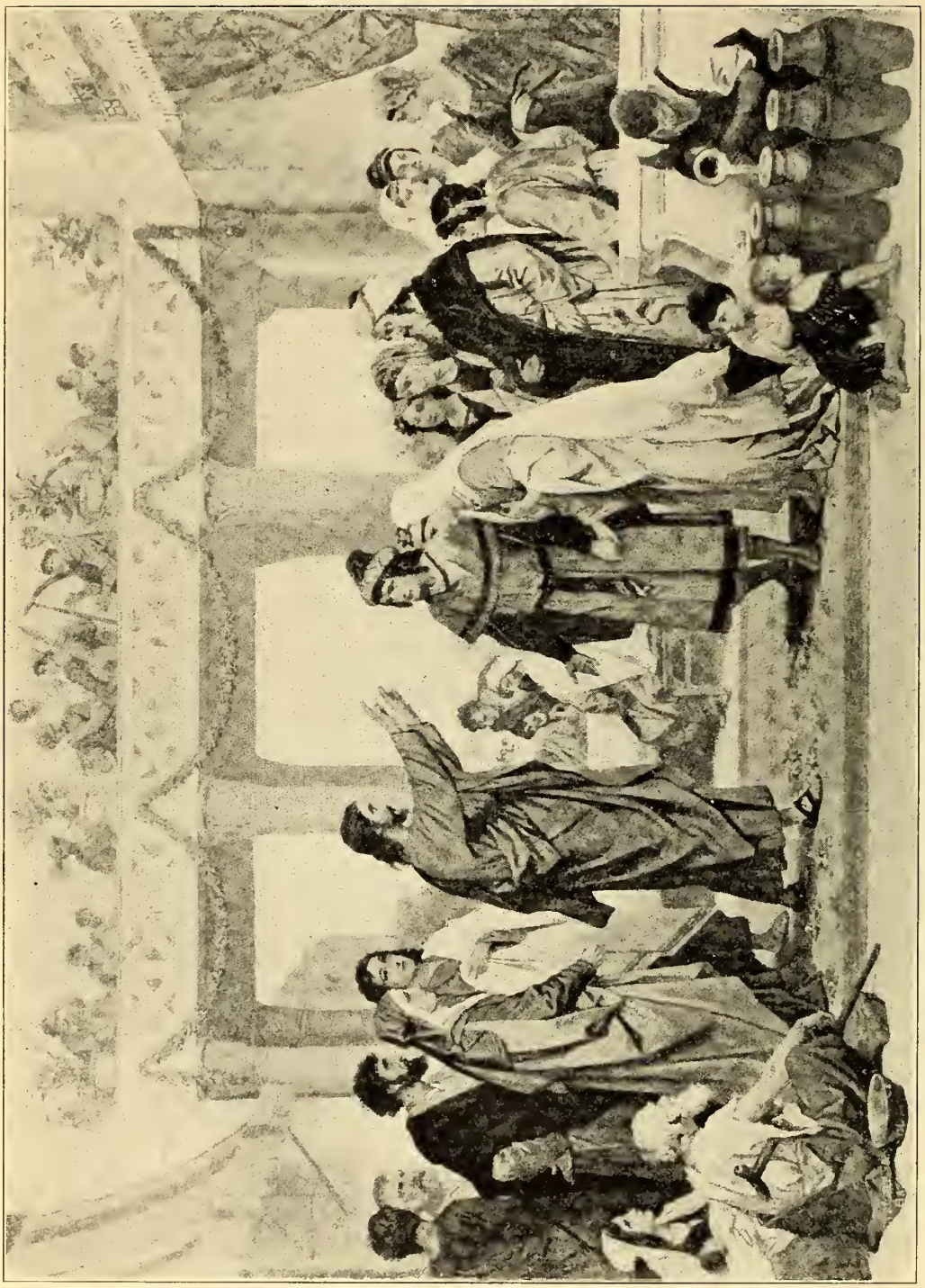
"Use wine, but do not misuse it. I believe in moderation in all things. If good natural wine is used in this way it will be what it has always been—a food of the first order and in certain cases a valuable medicine."—*Dr. Lereboullet, Secretary of the French Medical Association.*

"The microbe of typhoid fever is killed by pure wine in fifteen minutes. The microbe of cholera succumbs in five minutes."—*Dr. Pick, of the Vienna Institute of Hygiene.*

"From whatever standpoint the question of wine is considered the result is the same in reference to its hygienic properties. Natural wine is the best of all alcoholic beverages."—*Dr. Lunier.*

"Useful in good health, wine is still more necessary in sickness and in convalescence."—*Dr. E. Dubruel.*

"In the viticultural sections, the workmen use two quarts of wine per day. There are no alcoholics among them and diseases of the liver are very rare. Many old men are able to work until seventy-five and even eighty years."—*Dr. Tenedat, of the Academy of Montpelier.*



THE WEDDING AT CANA, WHERE OUR SAVIOUR TURNED WATER INTO WINE, THAT ALL PRESENT MIGHT DRINK.

WESTERN UNION

Form 2289

NIGHT LETTER

GEORGE W. E. ATKINS, VICE-PRESIDENT NEWCOMB CARLTON, PRESIDENT BELVIDERE BROOKS, VICE-PRESIDENT

RECEIVER'S No.	TIME FILED	CHECK

SEND the following Night Letter, subject to the terms on back hereof, which are hereby agreed to.

New York, Oct. 20, 1914.

A. Sbarboro, Esq.,
San Francisco.

I am amazed at the possible prohibitory action of California touching the matter of the manufacture, sale and transportation of wine. Such action would be a short-sighted contribution to the cause of sound and wholesome temperance.

People are going to drink and they are going to drink something that has a measure of stimulus in it, and to let them drink light wines is one of the surest means of preventing their drinking heavy whiskey. I know that, from having lived in wine producing countries, where wine is freely used by old and young and intoxication exceedingly rare.

Tieing a man up too strongly in sumptuary matters means that in course of time he will break his bonds and the last estate of that man will be worse than the first.

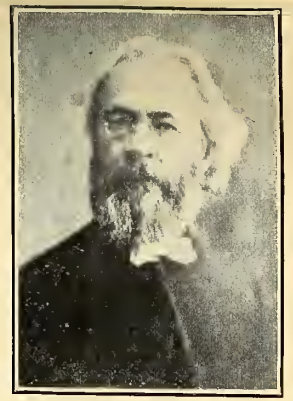
It is un-American and immoral to dictate to a man what his conduct shall be in matters that are not intrinsically evil.

(Signed) C. H. Parkhurst.

MADISON SQUARE PRESBYTERIAN CHURCH.

133 East 35th Street.

March 13, 1908.



REV. DR. C. H. PARKHURST.

My Dear Sir:

Although I believe in temperance. I try to be temperate in my belief and to be sufficiently radical not to defeat the ends of my conservatism. I am warmly in sympathy with you in the attitude which you take in regard to wine as a substitute for whiskey. Judging from what I see in this country, and from what I know of the conditions of things in Europe - which I have visited twenty-five times - I am decidedly of the opinion that the more wine there is produced in this country and the more freely it is transported from State to State, the less whiskey will be used, and the smaller the amount of drunkenness. If the proposed bill is passed I earnestly trust that exception will be made of beverages containing less than a certain fixed maximum of alcohol.

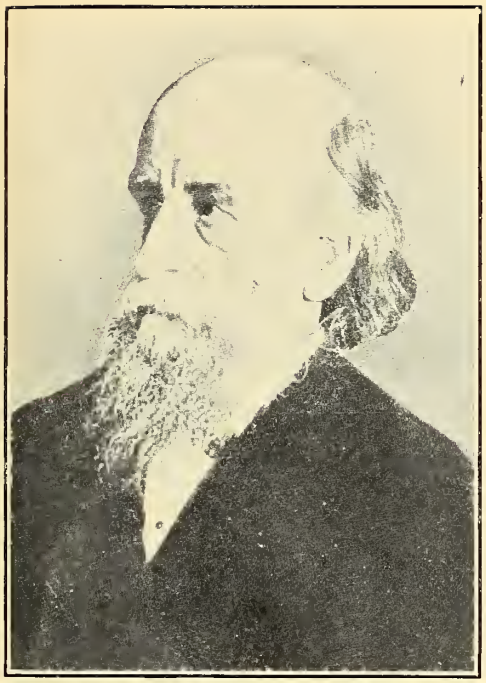
Wishing you the largest success in your propagation of the views which you so interestingly and persuasively expressed to me a couple of days since, I am

Yours very sincerely,

C. H. Parkhurst.

Cav. Andrea Sbarboro,
Waldorf Astoria,
New York City.

VISITORS ENJOYING AN OUTING AT ASTI, SONOMA COUNTY, CALIFORNIA



REV. DR. LYMAN ABBOTT.

The Rev. Dr. Lyman Abbott, in an article published in *The Outlook* for October 22, 1904, said :

"There is a considerable wine industry in California. It would, perhaps, be greater than it is if Americans were still not ensnared by the delusion that foreign products are presumptively better than home products. We went into one of the wineries, and even if I could remember the figures, I should be afraid to report how many were the wine-casks among which our conductor lead us. Some of them were so big that the cask furnished a quite adequate space for dancing; I believe, though of that I am not quite sure, a quadrille had been danced upon one. From the best information I could obtain by inquiries in different quarters, I could not learn that the wine trade of California had done anything to promote intemperance; in fact, most of my informants were of the opinion that its effect had been in the other direction; certainly the signs of drinking and drunkenness in San Francisco were less than they were in New York, as they are less in New York than they are in London. A little of the wine made in California comes East and is sold as California wine; some of it goes across the sea and is sold abroad as American wines. I do not know why it is, but in American hotels and restaurants, American wines are made little of and often it is impossible to get those of the best brand; but when two or three years ago I was in southern England, I found in almost every English hotel American wines advertised as a specialty; evidently they were popular and in demand. * * * Personally, I have entire respect for the total abstainer who really does abstain, and also respect for the one who believes that it is legitimate to use wine in moderation upon the dinner table; but I find it very difficult to maintain respect for the total abstainer who banishes wine from the dinner table and then drinks it out of a bottle from the closet between meals and calls it medicine. About such a one there appears to me a rather serious deficiency, which it is charitable to hope is intellectual rather than moral. Such imbibers are often entirely honest, but they are easily deluded."

Bishop Moreland, of California, says: "A false notion is that the abuse of wine should prohibit the use of it. Apply this argument to other things. Many men use horses for gambling purposes, and thousands of men are ruined by betting at the races. Shall we then abandon horses altogether and take to the bicycle? But many overdo the wheel, and suffer from curvature of the spine and the bicycle heart. Shall we, then, prohibit the bicycle? Some people are injured by drinking coffee. Must all the world then give up its morning cup? It never helps any cause to raise false issues about it or defend it with unsound arguments."

Henry Ward Beecher once remarked: "If you say to me that I ought not to drink, perhaps I would agree with you; but if you tell me I *must not drink*, I WILL drink, because I have a natural right to do so—to drink what I please."

VIEW OF THE HILLSIDE VINEYARD OF THE JESUIT FATHERS, NEAR LOS GATOS, SANTA CLARA COUNTY, CALIFORNIA, SHOWING THE SACRED HEART NOVITIATE BUILDING, WHERE YOUNG MEN ARE PREPARED FOR THE PRIESTHOOD.

Eminent Clergymen Who Believe in True Temperance

CARDINAL GIBBONS.
(Head of the Roman Catholic Church in the United States.)

Cardinal Gibbons, of Baltimore, said: "I have never been able to convince myself that what we call total abstinence is essential to morality. The moderate and occasional use of alcoholic liquors is not to be condemned. In countries like France and Italy, where the people as a rule drink wine, no serious harm results from the practice.

"You cannot legislate men into the performance of good and righteous deeds. If we are to improve the morality of our city and make our citizens more temperate let the virtue of temperance be proclaimed in the churches; above all let it be enforced in the family, that parents, both by word and example, may inculcate their children with temporal and spiritual blessings which spring from a life of temperance and sobriety."

The Rt. Rev. Mgr. Franz Goller, one of the first priests to be raised to the rank of Papal Private Chamberlain by the present Pontiff, declares that Pope Pius X. is not in sympathy with the prohibition idea. He says:

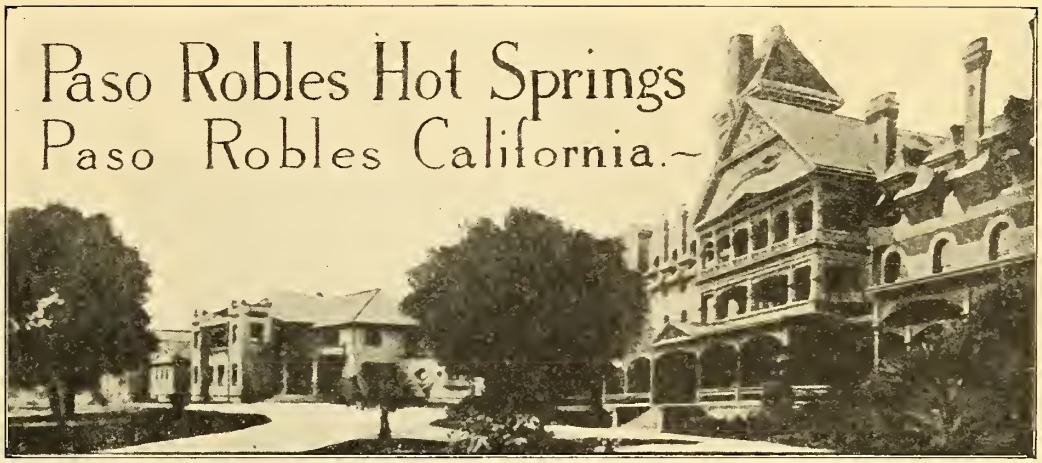
"The Pope certainly does believe in temperance, that is, moderation in all things, but not absolute prohibition. That is not the spirit of freedom, but of autocratic government. The Holy Father himself takes a glass of wine, and believes that men should be allowed to use their own judgment in what they should eat and what they should drink, and not have other men decide such matters for them."

Rev. Dr. Cyrus Townsend Brady, Rector of St. George's Episcopal Church, of Kansas City, Mo., in a recent open letter dated May 13, 1909, remarks:

"I am not one of those prepared to say that it is a crime to drink a glass of wine or a glass of beer, or that there are not circumstances and conditions when a drink of whiskey is proper. Spirituous liquor has a right use. It is the abuse that is to be condemned not the use. In saying this I am quite aware that the earnest, but misguided so-called temperance advocates will immediately class me with the drunkard and defenders of low, immoral and illegal saloon, and as it has always been the case some will go so far as to say to me, as they have said to Mr. Short, that we take our position for what we can get out of it directly or indirectly. I shall not dignify any such charges by any disclaimer nor shall I in turn resort to the policy or practice of personal abuse.

"The Master whom I serve made drink and offered to others wine—fermented wine. He ordained its use in the most solemn sacrament of the church. He did this in the evening before he died, when he knew he was going to die, so that he did it in the most solemn moment of his life. His practice, his injunctions and his example are entirely satisfactory to me, personally."

ROAD NEAR DEPOT. ITALIAN-SWISS COLONY, ASTI, SONOMA COUNTY, CALIFORNIA.



Mr A. Stanton

Dear Sir.

Admiral Evans desires me to say in reply to your letter of April 30 that your address on temperance was most interesting. The Admiral has always been a strong advocate for the canteen for both the Army & Navy and feels certain that there would be less drunkenness in both services if the men were allowed their ration as of old.

Yours truly

C. L. Travis

May 2, 08.

REAR-ADMIRAL ROBLEY D. EVANS.

TYPICAL CALIFORNIA VINEYARD AT ASTI, SONOMA COUNTY, CALIFORNIA, WHICH PRODUCES THE GRAPE FROM WHICH IS MADE AS DELICIOUS WINES AS THOSE GROWN IN FRANCE, ITALY OR ON THE RHINE

"The Canteen Should Be Restored," Say Well-known Army Men

Major-General J. Franklin Bell has written as follows:

"When the canteen was in operation there were fewer desertions, fewer fines imposed by sentence of court-martial, less alcoholism, and less disease than prior to its establishment. I am satisfied that a carefu consideration of the whole subject will be convincing evidence that the abolition of the canteen has resulted in injury to the service."

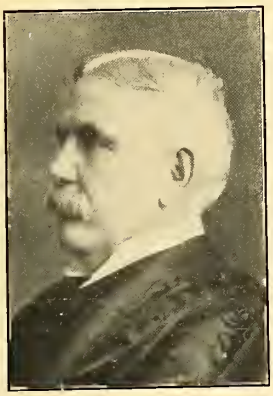
Major-General Frederick D. Grant says:

"While I deplore the sale of liquor, always, I believe its sale under restrictions and complete control is a lesser evil than its sale in the low saloons and vile dens of vice which have surrounded Army Posts since the canteen was abolished. The canteen in the Army was the soldier's club, and their resort for social intercourse and innocent amusements. Under careful restrictions beer and light wines could be obtained, but were never sold to one who showed the least effect of having taken too much. These canteens were managed by the company officers, commissioned and non-commissioned, and were always conducted in the interests of the soldiers, who regarded them as their clubs in which they took pride, appreciating their privileges. Upon the abolition of the canteen, which the soldiers resented, they sought social amusements and diversions in the vile dens and groggeries outside the military reservations, which dens increased rapidly in number. Many of the keepers of these saloons near Military Posts are, of course, people of the lowest order and cater to every form of vice, dispensing the cheapest, strongest and vilest of drinks, and resorting to every method to induce soldiers to drink so long as they have money to spend. As a result of all this, the soldiers frequently remain absent and become deserters. The Judge-Advocate of the Department states that *a certain proprietor's sales of whiskey in a saloon near the Presidio, San Francisco, increased in 1902 fourfold, being the year after the passage of the anti-canteen law*, and this in face of the fact that the number of saloons near this Military Post had more than doubled during that year. This is *one of thousands of such illustrations* brought to my notice of the distressing results of the sale of bad liquor in saloons surrounding Army Posts since the canteen in the Army was abolished. In one of the largest Divisions of the Army, inquiry was made as to the ten chief causes of desertion and the unanimous reports of Commanding Officers and First Sergeants of Batteries, Troops and Companies, was that the lack of the canteen and the resultant troubles in dives surrounding posts, was one of the chief causes of desertion in the Army. *Since the year 1897 the increase of trials by General Court-Martial was from 64 per 1,000 men to 71, and by Inferior Court-Martial from 577 per 1,000 men to 716 per 1,000 men. Though a total abstainer I am an advocate of the canteen in the army* until the time comes when the civil authorities abolish these dens near Military Reservations kept by vicious persons, who now tempt the soldiers of our Army to their destruction."

Major-General A. W. Greely says:

"It is beyond reasonable doubt that the establishment of the canteen decreased drunkenness in the Army, and that its elimination has largely increased dissipation among enlisted men. Without exception, the company officers who have been habitually questioned on the subject, state that the restoration of the canteen would morally and physically benefit the Army."

SAN FRANCISCO COMMERCIAL CLUB AT ASTI, 1913, ON TOP OF THE 500,000 GALLON WINE TANK.



JUDGE W. W. MORROW

United States Circuit Court
of Appeals,
Ninth Judicial Circuit.

Judges' Chambers,
San Francisco, California.

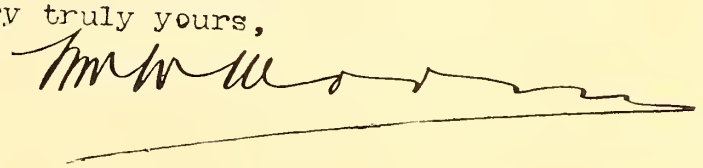
Aug. 24, 1908.

A. Sbarboro Esq.,
460 Montgomery Street,
San Francisco, Cal.

My dear Mr Sbarboro:

I approve of your campaign against intemperance. The tidal wave of prohibition now sweeping over the land has been caused by the vice of intemperance producing results which I know you appreciate and deplore. The evils of intemperance are largely attributable to the saloon "where strong drink rages" and spreads its debasing influence over the community. Wine may, of course, be had in the saloon, but is not the cause of the intemperance and is not the attraction which makes the saloon the rendezvous of vice. The use of light table wine at meals has been found by long experience to promote health and sobriety and prevent ill health and drunkenness. I am therefore of the opinion that it should be encouraged rather than prohibited.

Very truly yours,



PROF. HUGO MUNSTERBERG
(Of Harvard University.)

Professor Hugo Munsterberg, of Harvard University, in an article in McClure's Magazine for August, 1908, entitled "Prohibition and Social Psychology," says:

"Truly the German, the Frenchman, the Italian who enjoys his glass of light wine and then wanders joyful and elated to the masterpieces of the opera, serves humanity better than the New Englander who drinks his ice-water and sits satisfied at the vaudeville show, world-far from real art. Better America inspired than America sober. * * * A systematic education in self-control must set in; the drunkard must not be tolerated under any circumstances. Above all, the social habits in the sphere of drinking must be entirely reshaped. They belong to a period where the Puritan spirit considered beer and wine as sinful and relegated them to regions hidden from decent eyes * * * But if those relics of a narrow time disappear and customs grow which spread the spirit of geniality and friendly social intercourse over the foaming cup, the spell will be broken. Instead of being tyrannized over by short-sighted fanatics on the one side and corrupt saloon-keepers on the other, the nation will proceed with unanimous sympathy of the best citizens to firm temperance laws which the sound instinct of the masses will really respect."

Professor G. Grazzi-Soncini, Director of the Royal School of Viticulture, Alba, Italy, in his book on "Wine" says:

"Everyone should know that wine, drunk in moderation or with temperance, favors and augments the secretion of the gastric juices and so aids digestion; it excites the imagination, awakens the memory, dispels care, restores the physical force and renders the movements of the body active and vigorous. A proof of this, if one is needed, is furnished by the fact cited by all writers of hygiene, that if in the war of 1870-71 the German army was able to sustain the fatigues of the campaign and sieges, always remaining in good health, it was because they were invading and conquering a wine-producing country."

Arthur Brisbane, the eminent writer, whose articles are read by millions of people throughout the United States every day, declares that prohibition is not feasible. In the Nashville, Tenn., American, he is quoted as having said:

"You cannot ask the man leading his normal life, taking his normal dinner, and his glass of beer or pint of claret, to change his life on account of the unfortunate man who cannot do that without becoming a maniac and going to excess. In Paris, where I lived, every servant you engaged had so much money and one liter of red wine, and had it as a matter of course, and a drunken servant in Paris would be just as much of a curiosity as a five-legged calf in Wisconsin. I was at school in Paris for four years and I was one day in Topeka, Kansas, under prohibition, and I saw more drunks in Topeka in one day than I saw in Paris. It happened to be a good day for drunkards; they were celebrating; some young men were home from college."

HON. WM. R. WHEELER.
(Assistant Secretary of the Department of Commerce and Labor.)

WILLIAM P DILLINGHAM U S S CHAIRMAN
HENRY CABOT LODGE, U S S ASBURY C. LATIMER, U. S. S.,
BENJAMIN F HOWELL, M. C WILLIAM S BENNET, M. C.,
JOHN L BURNETT M C CHARLES P. NEILL
JEREMIAH W JENKS, WILLIAM R WHEELER
SECRETARIES
M. E CRANE
W W HUSBAND.
C S. ATKINSON

The Immigration Commission
Washington, D. C.

Alpine, Cal., May 12, 1908.

Mr. A. Sbarboro,

Italian-American Bank, San Francisco.

My dear Mr. Sbarboro:

I am particularly grateful to you for having enclosed your very able article on the subject of "True Temperance" upon which I had already read so many favorable comments. I well recall you request that while in Italy, I make particular effort to spy out drunken men. I am glad to state that, much to my surprise, during the entire month which I spent there I did not see one drunken man, notwithstanding the fact that wine is the national beverage and universally consumed. This confirmed the opinion previously conceived that Italy is, in truth, a temperance country. I myself am a strong believer in, and practitioner of, temperance, but not prohibition. The great trouble with many well meaning people in our country is that they do not discriminate between the two. I assure you, my dear Mr. Sbarboro, that you shall at all times have my co-operation in your good work of preaching "the gospel of the grape."

Very sincerely yours,

Wm R Wheeler

A FLOURISHING VINEYARD IN THE FOOTHILLS OF SANTA CLARA COUNTY, CALIFORNIA.

Superiority of American Wines

The selection of one's wines is a very important matter and yet a very simple one, if you are honest with yourself, put your prejudices aside, refuse to make yourself the slave of fashion, come out with manly independence and, irrespective of name, cork, brand or price, select what is pure and what pleases your palate.

The old impression which the importers still try to hold up, that foreign wines are superior to American wines, is no longer based on fact. Today California produces just as fine wines and when the demand will justify, we can manufacture just as large quantities as any other country in the world. We have in the United States, especially in California, the right climate, the proper soil, the choicest varieties of grapes, the best skill and the most intelligent labor in the world, and it stands to reason that our wine makers can and do now produce wines which in purity and quality are in every way equal to the imported kind.

Fifty years ago Europe enjoyed a monopoly, not only in the production of the finest wines, but of oranges, lemons, limes, citron, prunes, figs, olives, dates and many other fruits. Today conditions are changed. California has surpassed Europe. Hundreds of thousands of acres have been laid out in orchards and vineyards in California, and every American knows that our fruits served on the table of every city in the United States and in Europe, are unsurpassed. Therefore, if we can produce the very best quality of fruit, there is no good reason why our grapes should not produce the best wine and be on a par with our citrus fruits or our peaches, apricots, cherries, apples, pears, melons and berries.

One of the best proofs of the superiority of American wines is the test they stood at the St. Louis World's Exposition in 1903, when they were placed in competition with the best from every great grape-growing and wine-producing nation in the world. Out of thirty odd entries of wines, California alone was awarded three grand prizes and nineteen gold medals. In proportion to our entries, California received more prizes for its wines, brandies, vermouth and champagne than any other exhibitor at home or abroad. The wine jury was comprised of twenty-one members, of which seventeen were foreigners. The latter included seven experts from France, four from Germany, and some from Italy, Chili, Japan and Canada. This distinguished jury, as competent and impartial, perhaps, as the world could supply, acknowledged the merits of our wines and rewarded our wine makers accordingly. The importance of their decision may be understood when it is realized that it took ninety-five points to win a grand prize, and to secure a gold medal, the product had to score an average of ninety points.

Even at expositions in the great wine producing centers of Europe we have been able to win recognition. Gold medals were awarded California wines at Paris, France, in 1899; at Genoa, Italy, in 1892; at Lyons, France, 1894; at Bordeaux, France, in 1895; at Turin, Italy, in 1898; and at the Paris World's Exposition, in 1900, when our wines carried off four gold medals, nine silver medals and nine bronze medals, notwithstanding that the choicest qualities were not permitted to compete for prizes because, as the French-

ONE OF THE OLDEST WINERIES IN NAPA VALLEY, NEAR ST. HELENA, CALIFORNIA, BUILT IN 1868.

men claimed, the label bore the names of French districts, such as California Burgundy, Sauterne, etc.

But the greatest victory of all was achieved at the International Exposition of Turin, in 1911, when the Golden State champagne produced in Asti, by the Italian Swiss Colony, actually received the grand prix, the highest award at the disposal of the fifteen jurors entirely composed of connoisseurs of wine from the wine countries of Europe.

The grand prix is an award made only when the article exhibited is perfect and reaches one hundred points. This achievement of California does not mean that our wines and champagne were *better* than any other exhibited in which it came in competition, but that it was *just as good as the best*, otherwise the grand prix would not have been awarded to it.

It was after the conferring of this honor to California champagne that *Le Petit Journal*, which had never deigned to criticise California wines, at this time published the following article:

"Oh! those Californians, because they have an unlimited amount of gold, believe they can produce everything to the same perfection as is produced or grown in France. It is true that California has the same sun and climate of France. It is also a fact that by bridging the Atlantic Ocean with gold, the Californians have succeeded in bringing to that country one of our best champagne makers; but alas, they forget that they have not got the magic soil of France, and that notwithstanding all their money they could hardly set a price on it, and if they could, it could not be possible to transport it to their Golden State, and therefore their wines and champagne are only fit for German troopers."

To which I answered:

"We appreciate, *Le Petit Journal*, what you say that California has the same sun and climate of France, which is correct. It is also true that whilst we have not 'bridged the ocean with gold,' we have paid a good round sum in order to procure one of your best and long experienced champagne makers to come to California to make champagne for us; but as to the magic soil of France, permit me to call your attention to the fact that some years ago California imported annually many thousands of tons of your delicious French prunes. In due time, we also imported some of your prune trees, which we set out in the fertile soil of California and what has been the result? You know as well as I do that for the past several years we have turned the tables on you and are shipping to you in France annually thousands of tons of our delicious California prunes which your *dames de Paris* appreciate more and pay a higher price for the same than for your own native prunes.

"Now, if we have turned the tables in the question of prunes, and many other varieties of fruit which we are yearly shipping to France and all parts of Europe, the time may come, and no man knows how soon, when we will be able to turn the table also with our wines and champagne and furnish the people of France, as we are now sending to most all other countries of Europe, our delicious wines, grown and made in the sunny climate of California."

One of the greatest drawbacks to the consumption of American wine is the ignorance of the people of the United States as to its superior quality. The recently published fourth edition of Baedeker's United States Guide Book calls attention to the fact that American wines are excellent, but declares that it is almost impossible for travelers to obtain them at hotels. It adds that "travelers would perform a real service if they would ask for

HOW THE DENUDED FOREST LAND IN MENDOCINO COUNTY IS BEING TRANSFORMED INTO LUXURIANT VINEYARDS.

them on all occasions, and express surprise when they are not forthcoming." Baedeker's Guide Book, well-known all over the world, will have performed a genuine service if it succeeds in making Americans realize that their wines are good, and it is not unlikely that its advice may have some such result. As the San Francisco *Chronicle* aptly remarks, "There are plenty of our countrymen who have still to learn that quality is not imparted to wine by a foreign label, and that our best vintages in the estimation of foreigners acquainted with them compare favorably with the best foreign wines."

Travelers who have visited the United States, and even foreigners who have tasted them abroad, have been surprised at the excellent quality of our wines, and they have not been backward in expressing their approval. The Hon. D. E. McKinlay, who represents California in Congress, relates the following unconscious compliment paid to California wines by the late Count Waldersee, a connoisseur of wines, and a man who had tasted the best in the German Court and in every section of the world: "During the time of the 'Boxer Rebellion' when the Allied Forces had established themselves in Peking, Mr. Squires, who was the Secretary of the American Legation, gave a dinner at which a number of the foreign officers were present and among them was Count Waldersee, leader of the German contingent, and nominal Commander of the Allied Forces. Owing to the trouble and chaos existing in the country, Mr. Squires' stock of wine had run low and the European brands were exhausted, but he happened to have a few cases of California claret and white wine on hand. He supplied these to the guests and the dinner seemed to pass off pleasantly. Shortly after, Count Waldersee visited him again and remained for dinner. By that time Mr. Squires had replenished his stock of European wines, which were served to the Count. He drank a little of the European brand, and then, turning to Mr. Squires, said: 'Mr. Squires, I wish you would give me some of that fine wine you served me on my last visit to you,' and Mr. Squires said he was compelled to put aside the European brands and send to his cellar for California wines."

Some time ago the King of Italy decided that at state dinners nothing but Italian wines (including, of course, champagne) should be served at table. Emperor William, of Germany, also prohibits the use of any but German wines at Court functions.

Why, therefore, should we not use American wines in the home, on festive occasions and at public functions?

THE SEQUOIA WINERY, A TYPICAL STONE CELLAR IN NAPA COUNTY, CALIFORNIA.

State Legislature Encourages Viticultural Industry

Senate Concurrent Resolution No. 16, which was unanimously passed by both houses of the State Legislature on March 20, 1909, reads as follows:

WHEREAS, The State of California is now becoming pre-eminently a grape growing state, where wine can be produced as cheaply, of as fine quality, and in as large quantities, as in any country in the world; and,

WHEREAS, There are at the present time over 250,000 acres of land in the State of California devoted to the viticultural industry, representing an investment of over one hundred millions of dollars; and,

WHEREAS, A very desirable class of people are coming into this state and taking up the improvement of vast areas of land which have heretofore been non-productive and of little value, planting vineyards on land generally unsuited for any other purpose, and hoping to find a market for their grapes, for table consumption, for the making of raisins, and for the manufacture of wines. Now therefore be it

Resolved, by the Senate of the State of California, the Assembly concurring, That we strongly recommend the encouragement of the viticultural industry in this state and we favor the enactment of legislation, either by the federal government or by the state legislature, or the passage of regulations or ordinances by any of the counties, cities or towns of the state, that would foster this most important industry, which is designed, if properly encouraged and cared for, to be one of the greatest industries of the state.

World's Largest Wine Producers in 1908

France	1,331,995,000	gallons
Italy	1,064,800,000	"
Spain	473,000,000	"
Algeria	171,682,000	"
Austria	136,400,000	"
Hungary	121,000,000	"
Portugal	85,800,000	"
Bulgaria	63,800,000	"
Russia	61,600,000	"
Chili	52,800,000	"
Germany	50,600,000	"
United States	50,000,000	"

By these figures we see that France and Italy, with a population of about eighty million people, produce nearly three billion gallons of wine per annum, which has an approximate value of six hundred million dollars.

Now, as a matter of fact, the State of California (which is one-third larger than the Kingdom of Italy), where the true wine grape grows to perfection, and a few other states of the Union could produce just as many grapes and make as much fine wine as the two principal grape-producing countries of the world.

COMPARATIVE CONSUMPTION OF WINE AND SPIRITS PER ANNUM

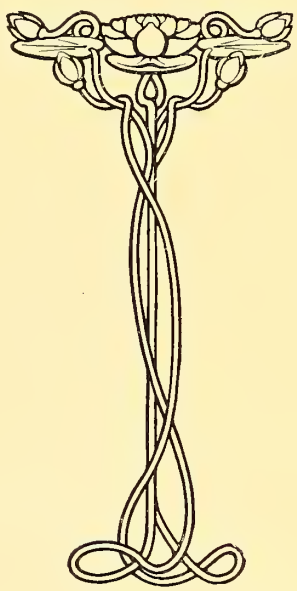
	GALLONS WINE PER CAPITA	GALLONS SPIRITS PER CAPITA
France	33.9	1.37
Italy	18.5	.29
Switzerland	9.5	1.01
South Australia	5.8	.47
German Empire	1.61	1.43
United States	.35	1.63
United Kingdom	.28	.91

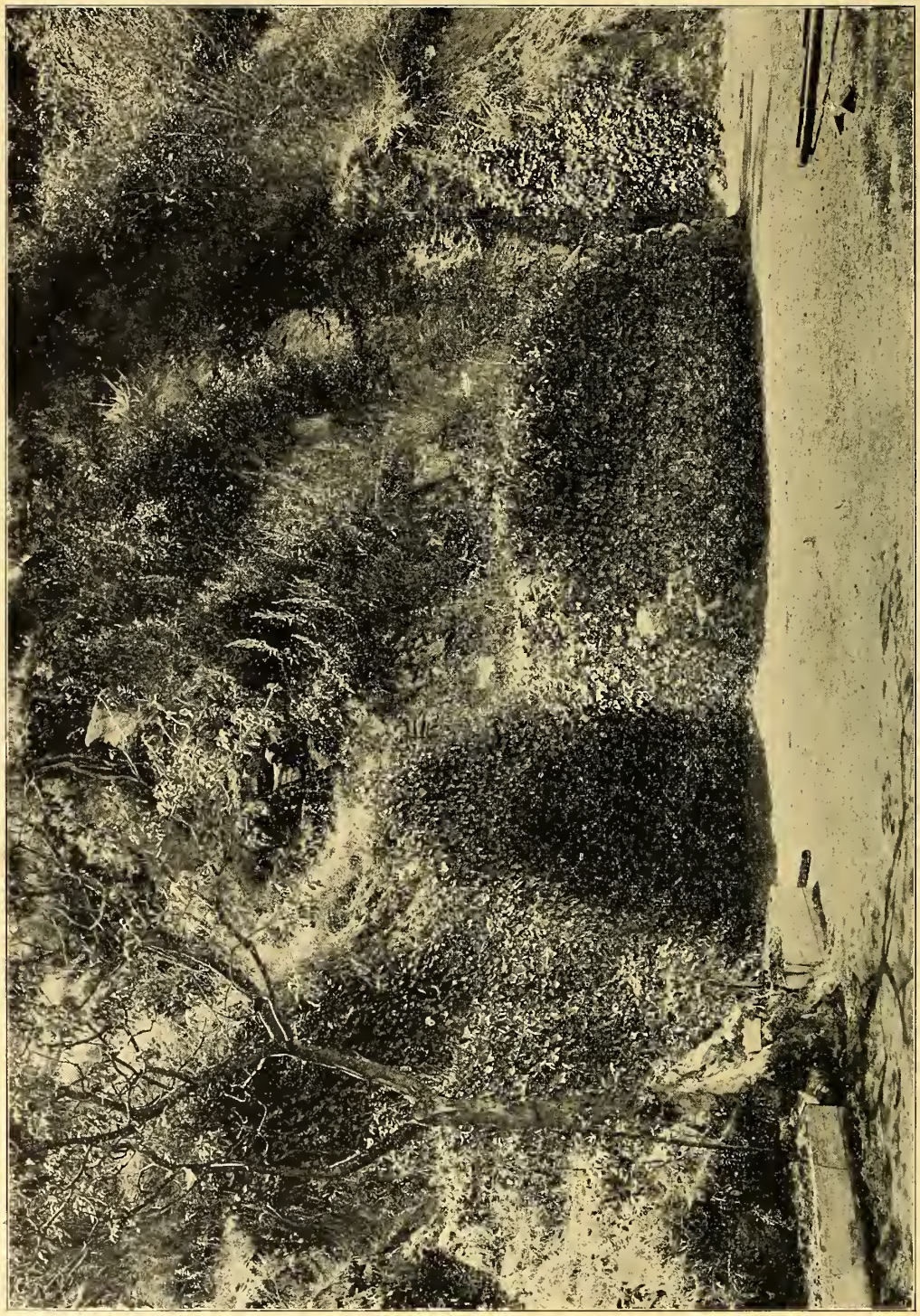
We regret that we are unable to secure statistics showing the proportion of drunkenness in the countries where wine is consumed in large quantities in preference to spirituous liquors. The foregoing figures show that the United States uses more strong liquors than any of the other nations mentioned above, and it is not surprising, therefore, that according to the report on the physiological aspects of the liquor problem, made by the Committee of Fifty, published in 1903, it was estimated that five per cent of our male population is affected with drunkenness.

The same conditions obtain in our army. According to the official report of Dr. O'Reilly, Surgeon-General of the United States army, for the

fiscal year ending June 30, 1906 since the abolishment of the canteen, thirty soldiers to the thousand have been treated at military hospitals annually for alcoholism, while in the armies and navies of Europe, where every soldier and sailor is given a ration of wine at their meals, the rate of treatment for alcoholism is only one-eighth of one man per thousand, which is equivalent to 240 in America to 1 in the wine drinking countries.

We hope that these important statistics will convince the American people of the beneficial effects of wine in contributing to the sobriety of the grape growing countries, and that hereafter this healthy temperance beverage will be universally used, in which event, instead of being the twelfth grape growing nation of the world, we will be at the head of the lisr, for we have the soil, the climate, and the skill that will enable us to take first place.





ENTRANCE TO A LIVERMORE VALLEY HILLSIDE WINE TUNNEL, 470 FEET IN DEPTH.

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